Mark Praprotnik

User Experience Designer
Curious | Intuitive | Simple

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Highlights

Design Leadership
Led cross-functional enterprise software design teams at two major 6000+ employee healthcare organizations

User Research
Saved up to $10,000 per patient in the delivery of perishable oncology medication by harmonizing user feedback, shipping company APIs, and shipping address interactions based on initial interviews

Interaction Design
Reduced errors by the hundreds, shipment times by two weeks, and almost all expired product by designing an inventory system from the ground up for a $100 million annual revenue health supplement company

Experience

Design for Context, LLC.
UX Designer

Dec 2021 - Sep 2024
Chevy Chase, Maryland
United States

- Led seven cross-functional engineering development teams with two partners to produce PECOS (Provider Enrollment Chain and Ownership System), a $100 million enterprise level enrollment system for all US Medicare providers
- Created an entirely new user-centered streamlined workflow for terminating Medicare enrollment while still aligning to the unique independent business needs of 12 regional administrative locations
- Unified the user experiences and designs for different form and enrollment types despite having largely different federal and state business requirements
- Built a wizard-like setup with fallback protections to clarify provider confusion of three similar user flows that were often entered incorrectly
- Designed frequent iterations of micro-interaction prototypes, such as address validation to combat fraud
- Coordinated weekly user research and design testing with administrative contractors and providers to promptly address design impacts and technical issues
- Updated and organized the inherited components from a previous design contractor's work and integrated them into our own design system and style guide

Webenology, Inc.
UX Designer

Jan 2021 - Dec 2021
Saint Louis, Missouri
United States

- Designed and implemented a desktop/mobile inventory system for 1st Phorm, a health and fitness company generating over $100 million annually and spanning a 185,000 sq. ft. warehouse and 25+ Supplement Superstore retail locations
- Nearly eliminated stock losses, mis-picks, and expired product, boosting revenue retention and customer satisfaction
- Enhanced inventory accuracy with real-time tracking, optimizing product availability and minimizing waste
- Designed and implemented a company website for Ampjack, a Canadian utility tower company with an annual revenue of about $7 million and 40 employees, to elevate brand presence

Experience (continued)

Cigna / Express Scripts
UX Designer

Jun 2017 - Jun 2020
Saint Louis, Missouri
United States

- Designed an ordering flow that integrates carrier APIs, delivery availability, and need-by dates to ensure the precise and timely shipment of oncology medication averaging $10,000/month
- Optimized the coordination of shipping timelines and delivery windows for perishable medications, reducing spoilage risk and ensuring reliable delivery for patient treatments
- Created and maintained a cohesive design system to streamline and manage the user interface for seven development teams on Accredo's customer relationship manager (CRM), ensuring consistent design, usability and efficiency for a 3000 member administrative team

Apple, Inc.
Creative / Technician

Jul 2011 - Jan 2016
Saint Louis, Missouri
United States

- Set up and trained underserved school staff and students on donated Apple hardware (iPads, Macs, Apple TVs) as part of President Obama's ConnectED initiative, enhancing educational access and technology integration in economically disadvantaged communities
- Trained visual, hearing, and mobility-impaired Apple users to use their mobile and desktop devices, applying accessibility features and tailored guidance to meet individual needs
- Placed 9th out of 300 applicants for an Apple career experience in Cupertino, California to come up with ideas for the next iPhone operating system, sparking my career change into User Experience Design

Tentmaker Ministries
Kirshenbaum Bond + Partners
iDeoCracy New York
Truveo.com
JWT Sydney
Art Director

Jul 2007 - Oct 2018
Missouri, New York, California, Sydney
United States | Australia

- Managed a platform that served over 1800 subscribers at Tentmaker Ministries, integrating podcasts, logo redesign, and video production, with some videos reaching over 7,000 views
- Developed and executed multimedia campaigns for clients under Kirshenbaum Bond + Partners, iDeoCracy - New York, Truveo.com and JWT Sydney, including DirectBuy, People Magazine, Adecco, Kellogg's, Thrifty Car Rental, Listerine, Schick and Food Bank of Australia, creating designs for print, web, and promotional materials that effectively elevated brand presence and engagement for diverse audiences

Education

LaunchCode / Harvard University
CS50x Coding Certification

Miami Ad School
Art Direction Certification

University of Missouri - Columbia
BA of Journalism in Advertising

Skills

- ADA and WCAG Accessibility
- AI and Emerging Technology
- Design Leadership
- Design System Management
- Interactive and Visual Design

- Prototyping and Usability Testing
- Scalable and Responsive Design
- User-Centered Design (UCD)
- User Research and Analysis
- Voice User Interface Design

Tools and Languages

Abstract • Adobe Creative Suite • Axure • Balsamiq • C • CSS • Final Cut • HTML • InVision • Javascript • Jira • Motion • MS Office • PHP • Principle • Sketch • Wordpress